EATON'S

the store with more

Need toothpaste? You'll find 21 different kinds, in 54 sizes and styles of package, on EATON'S main floor. Need writing paper? Choose from over 50 different pads, packages and portfolios on one handy self-selection display. Whatever you need, don't rush from store to store, frantically shopping against time. Try EATON'S Main Floor, for we've selected huge assortments of items you want most often, from high fashion to home needs, and they're ready and waiting for you now. Eleven departments to serve you (six only mentioned here) with everything from pins to typewriters, socks to wallets.

Why Waste Precious Time? Shop on the Main Floor of the store with more

EATON'S Greeting Cards

the store with more

What nicer way to remember friends than with a greeting card! At EATON'S you'll find thousands of cards for all occasions—Easter, Weddings, Thank You's, Birthdays, Baby, Shower, Anniversary, Sympathy, Convalescent, and for friends with a good sense of humour there's a wonderful selection of Studio Cards . . . send them at any time.

Studio Cards
Choose from 120 different chuckle-provoking, humorous drawings and captions. Each **25c to 75c**

Sympathy Cards
A good selection of over 50 designs appropriately worded. Each **10c to 35c**

Anniversary Cards
More than 70 designs with humorous or tender verses. Each **10c to 1.00**

Baby Cards
To enclose with gifts or to congratulate the proud parents, cards from our selection of more than 25 styles. Each **10c to 50c**

Wedding and Shower Cards
You'll find just the right card in the 80 styles we carry. Designs and verses to suit every bride-to-be. Each **10c to 1.00**

Birthday Cards
Personalized, friendly greetings, children's greetings, humorous greetings . . . EATON'S has one for everyone you know. Choose from a stock of over 600 birthday cards. Each **5c to 1.00**

Easter Cards
Remember your friends this Easter . . . send a card from EATON'S. Each **10c to 2.00**

EATON'S—Greeting Cards, Main Floor, Phone EV 2-7141

EATON'S Home Permanents

the store with more

The coming of Spring means not only wardrobe fashion revitalizing . . . but new, flattering coiffure stylings, too. Now is the time to think about your new hairstyle for Spring . . . and now is the time to buy your home permanent in EATON'S Pharmacy Limited, Main Floor.

Toni
To suit your hair . . . Choose Gentle for hair easily waved, Regular for average hair, and Super for hard-to-wave hair. Each **2.00**

Quick
For hair beauty on a budget . . . Choose Gentle, Regular and Super. There are 2 sizes . . . one for touch-up permanent or for less than average amount of hair. Regular will do two permanents. Each **2.00**

Helena Rubenstein
Treat yourself . . . you can have soft, curled hair with Helena Rubenstein's 2-way home permanent. With pin curls and no neutralizer, or with curlers plus neutralizer. Each **2.25**

Elizabeth Arden Refill
A truly soft and natural looking home permanent you set with rollers and neutralizer. Look lovelier for Spring—in your home permanent. Each **2.00**

Bliss Creme Permanent
An evening at home with your Bliss Creme home permanent kit and you can have a hair styling to do credit to your loveliest Spring ensembles. This kit contains a curler permanent without neutralizer. Each **2.00**

Crest Creme Permanent
It costs so little to have a manageable, flattering hair-do . . . with Crest Creme home permanent. Curler permanent without neutralizer. Each **98¢**

Toni Spin Curlers
To make your home permanent job with Toni kit a breeze . . . easy-to-use Toni Spin Curlers. Approx. 40. **1.39**

EATON'S Pharmacy Limited, Main Floor, Phone EV 2-7141

EATON'S Needed Notions

the store with more

This Main Floor department holds a wealth of items for your home. Sewing needs, household needs, hundreds of time and work-saving devices . . . all in one place, conveniently, on the Main Floor. Come in and browse . . . you'll be thrilled with the things you find.

Mother-of-Pearl Buttons
To add a delightful, feminine touch to sweaters and dresses . . . choose white or "smoked pearl" buttons of mother-of-pearl. There are 80 styles by "La Mode," displayed for your convenience on a revolving display. Per card, **39c to 79c**

Whitens and Preserves Shoes
That's what Hollywood "Sani-White" shoe polish does. This white polish for nurses' and children's shoes preserves and deodorizes while it whitens. Non-toxic, so it's safe for baby's shoes, too. Bottle **39c**

"Con-Tact"
This self-adhesive plastic is suited for walls or any surface that needs brightening. 18" wide in decorator patterns and colours (65 of them!) Easy and quick to apply . . . waterproof and washable with soap and water. Per yard **79c**

***Terylene Thread**
Specially designed to sew all synthetic fabrics and blends and to give wash and wear performance. Should not shrink or stretch, or be cut or frayed by fabric . . . does not rot . . . retains colours even after repeated washing. Spool, each **12c**
* C.I.L. trade name

Dainty Weather House
So quaint and attractive, this gay weather-house with thermometer and two rotating figures will look lovely in your kitchen. Sit it on a shelf . . . hang it on the wall. Each **1.29**

Plate Pads
Protect your precious chinaware . . . stop chipping, cracking and scratching with foam plate pads. Place them between the dishes . . . and double the life of your dinnerware. 12 pads . . . for plates, salads and saucers. Pkg. **98c**

Dustless Duster (Not Illustrated)
This specially prepared cloth absorbs all the dust and cleans and polishes furniture, etc. Saves time and labour. Cloth retains its properties after washing. Each **59c**

EATON'S—Notions, Main Floor, Phone EV 2-7141

EATON'S Candies for the Discriminating Sweet Tooth

the store with more

Have you a demanding sweet tooth . . . or even a part-time sweet tooth? Well, you're not alone. Nearly everyone gets a craving for candy at frequent intervals . . . and when they do, they head for EATON'S, Candy Counter, Main Floor, where there are more delicious candies than anywhere! Domestic and European candy is in abundance . . . all tempting and so satisfying for your sweet tooth. Come in and see for yourself . . . taste for yourself!

Dairy Milk Flake Bar
By Cadbury of Bourneville, England, a delicious chocolate bar you'll love. Each **10c**

Devonshire Cream Fudge Bar
A delicious candy bar by Tucks of Devonshire. Contains real clotted cream. Each **10c**

Mitcham Mints
By Clarnico. A small, extra strong mint. Delightful taste for after dinner . . . for any time. Each **10c**

Jamison Chocolate Soldiers
There are sailors, too, of cream-filled milk chocolate, coated in gay foil wrap. 4 per box. Box **29c**

For Little Girls
A manicure set . . . of delicious chocolate wrapped in foil. 5-piece "set" includes scissors, bottle of varnish, etc. Set **50c**

Droste's Filled Mochabeans
A taste treat . . . mocha bean coffee-flavoured chocolate with liquid centre. By Droste of Holland. 4-oz. box **85c**

Chocolate Apple
Droste's chocolate apple . . . 20 slices of milk and bitter-sweet chocolate. Delightful! Apple **1.00**

Blue Bird Caramels
14 pieces of creamy, chewy caramel per box. Box **10c**

Jamaica Rumbonen
Here's a box of candy to make you ask for more. Rum-flavoured chocolates from Holland. 3¼-oz. box **65c**

Tobler Bars
From the Swiss Alps, a favourite . . . Tobler chocolate bars in milk, bitter-sweet, rum, mocha and many other flavours. Each **42c**

EATON'S—Candy Counter, Main Floor, Phone EV 2-7141

EATON'S Men's Socks

the store with more

A man never seems to have enough socks. Why not put an end to that perennial shortage and surprise him with new socks (the very smart ones he'd choose for himself)? The colours, the styles and the sizes right for him are here in EATON'S Hosiery Department, Main Floor.

Wool and Nylon
Shrink-resistant ankle socks, 50% wool, 50% nylon, are in gay patterns. Sizes 10½ to 11½. Pair **1.39**

Kroy Lambswool
Soft and comfortable stretch ankle socks for that man . . . These 65% lambswool, 35% nylon for long wear. Won't shrink. Neat patterns for the conservative male. Sizes 10 to 13. Pair **1.50**

British Byford "98"
A very smart stock, a favourite . . . the British Byford "98" of all-wool reinforced with nylon. Fine rib throughout with ribbed top (no elastic). In plain shades: light and mid-grey, light blue, fawn, rust, brown, white, maroon, navy and black. Sizes 10½ to 13. Pair **1.50**

Diamond Socks
So comfortable and so practical . . . these ankle socks, blended 90% Kroy wool and 10% nylon. Nylon reinforced, too, for long, long wear. Shouldn't shrink. Fine selection of diamond patterns. Sizes 10 to 13. Pair **1.95**

"Toughies" Half Hose
Ask any man . . . he'll tell you how wonderful "Toughies" are. They're all-stretch nylon, nylo-misted for absorbency. These "Sanitized" socks in red, light blue, grey or black with neat clock patterns. Pair **1.95**

"Brigadoon" Half Hose
These fine socks by McGregor are 90% Kroy wool, 10% nylon. Shrink-resistant and long wearing. Choose neat patterns in favourite shades. Sizes 10 to 12. Pair **1.50**

Plain Shade "Toughies"
All nylon half hose, "Toughies" are fine rib in plain shades, wine, grey, navy, fawn or black. Smart for any occasion. Stretch sizes 10 to 13. Pair **1.50**

EATON'S—Hosiery, Main Floor, Phone EV 2-7141

EATON'S Men's Dress Shirts

the store with more

Choose from such well-known makers as Arrow, Birkdale, Eatonia and Golden Arrow. In our large selection you'll find more popular styles and more fine fabrics and more smart colours . . . each shirt smartly tailored to give long wear.

Wellington
Woven in Great Britain for EATON'S of Canada. Beautifully tailored in *Sylex (Sea-Island cotton) 2-ply yarn. Neat check pattern. Each **15.00**
* Reg. trade name

Arrow Iron Cheater
"Sanforized" specially woven cotton broadcloth that requires little or no ironing. Neat checks or white with single or double cuffs. Each **5.95**

Arrow
Arrow pin stripe shirt, so easy to care for, so well-tailored and comfortable to wear. In pin stripe pattern. Each **5.95**

Eatonia Stripe
"Sanforized" cotton broadcloth in smart striped effect. Short-point collar, single cuff. EATONIA Value, each **5.00**

Eatonia White
Snowy white dress shirt in EATON'S own EATONIA brand. Double cuff, short-point collar. EATONIA Value, each **5.00**

Golden Arrow
Of single-needle Chase imported English fabric. "Sanforized." Styled with short-point collar and French cuffs. Each **7.50**

Others from 4.00 to 15.00

EATON'S—Men's Wear, Main Floor, Phone EV 2-7141

And remember this wide selection is as near to you as your phone . . . just

Dial EV 2-7141

It Pays to Shop at EATON'S

Store Hours: 9 a.m. to 5.30 p.m. daily. 9 a.m. to 9 p.m. Friday. Telephone EV 2-7141 or Toll-Free Zenith 6100.

THE T. EATON Co CANADA LIMITED